

ARCHERY NEWS And IDEAS

Series - B

September, 1939

A Service of the L. C. WHIFFEN CO. of Milwaukee to those interested in keeping posted on means and methods of improving archery knowledge and instruction.

Dear Instructor:

There is no time like this first moment to say, "Hello again," or in case this is the first season you have received ARCHERY NEWS AND IDEAS, may I say, "Welcome".

Have you noted the extraordinary development in archery interest? National advertisers are using archery features. News reels as well as news papers and photo magazines are playing up archery right along. Well, all these things have led to a very substantial increase in the number of people, both men and women, who have taken up archery as their favorite sport activity. This publicity has been responsible for the instalation of municipal archery ranges in hundreds of cities throughout the country. In other words, archery is no longer thought of as something the Indians used to do. It is a healthy, modern sport.

All this makes it doubly important that you present archery to your groups in the most interesting and satisfactory manner possible.

Would you like to know some of the problems that have raised their ugly heads to give the legitimate manufacturers of good equipment the "heebe jeebies"?

These are problems directly affecting schools as well as individuals just getting started in archery and you should know them. The first and most serious is the matter of inferior equipment produced by some person who conceived the erroneous idea that anyone can make bows and arrows without a thorough understanding of the art, or a knowledge of the sport. The result is almost always extremely unsatisfactory. The bows supplied are not built well which results in undue breakage. Usually, they are not of the proper weight, and finally, they are not worth a fraction of what they cost. The arrows are often an improper length, poorly made and a severe hinderance to the shooting ability of even the beginners. Did you ever stop to realize that the finest archers in the world cannot shoot crooked arrows straight? How would you like to learn to bowl with lopsided bowling balls, or play golf with eggshaped golf balls and clubs all out of proportion to your height? Archery demands an enormous amount of co-ordination and skill. It is so difficult to learn to do well, that it requires carefull instruction and guidance, and should be done with the proper equipment.